

Instagram Ad Guidelines

Instagram ads can be created in ad creation or directly from your Facebook Page. There are two different ad placements on Instagram (ads in feed and ads in stories). To ensure you're creating high-quality ads on Instagram, keep the following design recommendations and requirements in mind:

Image Size

The recommended image size for Instagram ads depend on which format you use:

Square (1:1)
Min: 600 × 600
Max: 1936 × 1936

Landscape (1.91:1)
Min: 600 × 315
Max: 1936 × 1016

Vertical (4:5)
Min: 600 × 750
Max: 1549 × 1936

When you're creating your ad in ad creation, you can use Crop Image to help ensure your Instagram ad looks the way you want it to.

Captions

Length

- The caption you use for your Instagram ad will appear below the image and may include up to 2,200 characters.

URLs in Captions

- As a best practice, we recommend you avoid using URLs in your Instagram ad's text. URLs will not be clickable from your ad's text field.

Videos and Images in Stories

Recommended:

1080 × 1920

Min:

600 × 1067

Format

- All feed video dimensions are now supported (from 1:91 to 4:5).

File Type

- .mp4 or .mov (Video)
- .jpg or .png (Photo)

Maximum File Size

- 4GB (Video)
- 30MB (Photo)

Video Length

- Maximum: 15 seconds
- Images show for 5 seconds by default

Dimensions

- Recommended Resolution: 1080 × 1920
- Minimum: 600 × 1067



Pro Tip: When you create Instagram carousel video ads, there must be a thumbnail image. The ratio for this image is recommended to match the 1:1 video aspect ratio. Additionally, thumbnail images cannot have more than 20% text taking up the image.